

# Facts and figures

## » Vitalis 2024

– The largest eHealth event in Scandinavia

Vitalis yearly attracting approximately 6000 attendees with the shared aim of building their knowledge and improving tomorrow's health care.

### Quick facts from Vitalis 2024

- 4 days event
- Up to 10 parallel conference tracks
- Approximately 400 sessions
- More than 700 speakers
- More than 6000 participants (where of approx 235 digitally)
- Approximately 200 exhibitors



### Opinions on Vitalis

#### Exhibitors

**94%**

rated the fair as very good, good or satisfactory

**85%**

rated the business benefits as very good, good or satisfactory

**87%**

plan to exhibit in 2025

**90%**

rated ROE as very good, good or satisfactory

#### Visitors

**87%**

of the visitors plan to visit Vitalis next year

**93%**

of the visitors rated Vitalis conference as very good, good or satisfactory

**97%**

of the visitors rated the exhibit as very good, good or satisfactory



## About the participants

### Representing the following sectors

Regions/county councils/public healthcare: 27%  
Vendors: 31%  
Municipalities: 13%  
Authorities and state sector: 9%  
Private care: 6%  
Interest organization 3%  
Other: 11%

### Geography

Visitors came from 25 countries  
91% of the visitors were Swedish  
6% were Nordic (other than Swedish)  
3% were from countries outside of the Nordics

### Common positions

Management (head of units, operations managers etc)  
Business Developers  
IT managers / strategists  
Project Managers  
Care Administrators  
Physicians and nurses  
Purchase and Procurement

### Buying influence

52% of the visitors impact or make purchasing decisions



## Contact details

### Maria Sterner

#### Exhibition Manager

maria.sterner@svenskamassan.se  
tel +46 31 708 82 35

### Hans Almvide

#### Conference Manager

hans.almvide@gmail.com  
tel +46 72 248 22 40

### Håkan Arenvid

#### Sales Executive

hakan.arenvid@svenskamassan.se  
tel +46 31 708 86 49

### Malin Magnusson

#### Sales Executive

malin.magnusson@svenskamassan.se  
tel +46 (0) 31-708 80 24

### Organisations associated with the programme

Swedish Ministry of Health and Social Affairs • National Board of Health and Welfare • Inera • Swedish Association of Local Authorities and Regions • Swedish Medical Association • Swedish Association of Health Professionals Sahlgrenska Academy • Vinnova • Swedish Federation for Medical Informatics (SFMI) • Swedish Medtech Gothenburg Town and Municipality • Swedish eHealth agency Stockholm County Council • Swedish Medical Products Agency • Swedish eHealth Agency • Swedish Association of Senior Hospital Physicians • Swedish Society of Nursing

